Galveston District

SWG Communication Strategy

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March 12, 2002

Leader in Coastal Navigation & Environmental Restoration

Galveston District

PURPOSE:

- Inform PDT Members (Incl HQUSACE), Sponsors, the Public, and Congressional Members of all District Activities

DIRECTION:

- Anticipate, Plan and Outline as part of PMP.

Galveston District

METHODS:

- Project Delivery Team Meetings
- Interagency Coordination Teams (ICT)
- Public Hearings and Meetings
- Project Review Board
- Stakeholder, Interest Group Presentations/Meetings
- Newspaper, Magazine Articles
- Internet/E-Mail/Phone/FAX

Galveston District

BAYPORT CONTAINER TERMINAL

CONTROVERSIAL PERMIT APPLICATION

Communication Plan:

- Stayed in Touch with Public Correspondence and Telephone
- Two Major Public Hearings - 2500 in attendance at each
- Internet Hot Spot - Significant Decrease in Negative Mail

Galveston District

CHANNEL TO VICTORIA

NATIONALLY SIGNIFICANT ARCHAEOLOGICAL FIND

Communication Plan:

- Stayed in Touch with Public and others with Correspondence and Telephone
- Internet Hot Spot - Significant Decrease in Negative Mail
- Meetings with Indians, Industry, and Public Official
- Public Open House/Forum for all Parties

Galveston District

HOUSTON-GALVESTON NAVIGATION PROJECT

HIGHLY CONTROVERSIAL WHEN PROPOSED

Communication Plan:

- Speaking Engagements and Presentations by District
- ICT Highly Effective in Solving Complex Environmental Issues
- Internet Site - Developed W/ Local Sponsor and Others
- Newspaper and Magazine Articles

Galveston District

ACCURATE, HONEST COMMUNICATION STEMS THE TIDE OF MISINFORMATION